

Video training course



Learn how to create your own publicity videos to promote your group, charity or social enterprise and raise more funding.

Many small charities and community groups are missing out on valuable funding because they don't have effective videos and are put off by the cost of hiring professional filmmakers. Crowdfunding appeals are 30% more likely to achieve their targets if they include videos but currently only a small number upload a video. Successful films don't need to be technically challenging; we will show you how to use a simple mobile phone to tell your story persuasively.

This practical workshop will be delivered by film and marketing professionals over two half-day sessions in six West Sussex locations, hosted by the library service. It's fully funded by the Community Lottery Fund and so is free of charge to any West Sussex based group.

You will learn how to:

- Tell the story of your enterprise to persuade people to back it
- Communicate your values and ambitions
- Use your mobile phone to film your project in action
- Edit simply and effectively using free editing software
- Incorporate photos and music to enhance the finished film
- Distribute the finished films to a wide audience

The training course takes place over two days with time in between for each group to film their own project. You can choose to attend at any of the locations and the hours will be 11am – 4pm.

<u>Location</u>	<u>Workshop 1</u>	<u>Workshop 2</u>
Horsham	Saturday 1 June	Saturday 8 June
Crawley	Thursday 6 June	Thursday 13 June
Bognor	Friday 7 June	Friday 14 June
Midhurst	Tuesday 11 June	Tuesday 25 June
East Grinstead	Wednesday 12 June	Wednesday 26 June
Shoreham	Friday 28 June	Friday 5 July

Places are limited to one representative per group. For further information and to reserve a place please contact Hilary Strong on hilary@makingtheatre.co.uk

